

THE SEEN

CHICAGO'S INTERNATIONAL JOURNAL OF CONTEMPORARY & MODERN ART

PUBLISHING NETWORK
MEDIA KIT

THE SEEN, Chicago's International Journal of Contemporary & Modern Art, is dedicated to year-round coverage of the best in international contemporary art. The free 140+ page, full-color publication launched in Fall of 2015. Issue 07 (Fall / Winter) of the printed edition will launch in September to align with the opening of EXPO CHICAGO (September 27–30, 2018) and Issue 08 will launch in Spring / Summer

2019. The 10,000+ count run of THE SEEN is available in Chicago Culture boxes, museums, organizations, institutions, universities, and gallery districts throughout Chicago, as well as select national and international distributors. In addition to local distribution, THE SEEN is sent to 500 of the top international VIPs, collectors, curators, and gallery principals. Reaching a highly specialized audience of

creatives with an interest in contemporary art, design, architecture, and culture, advertising in THE SEEN is an ideal opportunity for select businesses looking to reach this audience — galleries, museums, institutions, organizations, film, architecture, dance, design, theater, fashion, luxury brands, dining, and hotels should advertise.

For questions on advertising opportunities in THE SEEN, please contact editor@theseenjournal.org or by phone at 312.867.9220.

Distribution: 10,000+

ISSUE 07

Space Reservation: August 1, 2018

Ad Artwork Due: August 20, 2018

Delivery: Week of September 17, 2018

ISSUE 08

Space Reservation: March 1, 2019

Ad Artwork Due: March 18, 2019

Delivery: Week of April 15



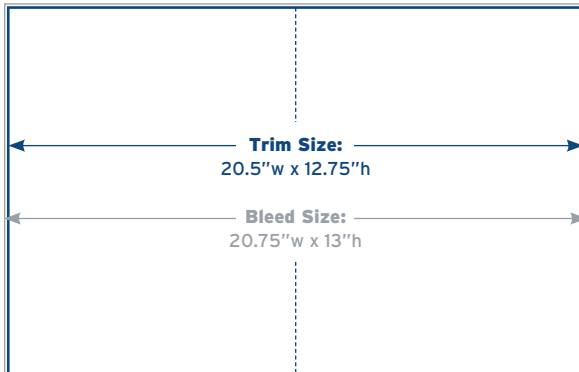
INSIDE FRONT COVER



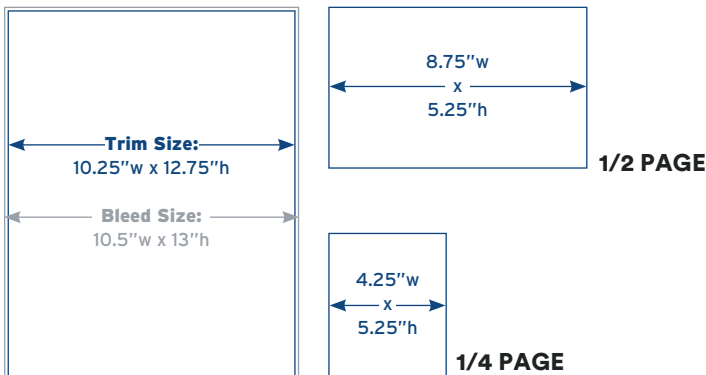
FULL, 1/4 & 1/2 PAGE ADS



Ad Sizes Dimensions in Inches



SPREAD



FULL PAGE / COVERS



Spread

20.5 inches wide x 12.75 inches tall, full bleed.
Pull bleeds an additional .125 inches **\$4,500**

Full page

10.25 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **\$3,000**

1/2 page

8.75 inches wide x 5.25 inches tall **\$2,000**

1/4 page

4.25 inches wide x 5.25 inches tall **\$1,500**

Back Cover

10 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **\$5,000**

Inside Front Cover

10.25 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **\$3,000**

Inside Back Cover

10.25 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **\$3,000**

Requirements: Print ready PDF files are preferred.

Colors should be set to CMYK. Files must be saved at a minimum of 300dpi with crop marks and .125" bleeds on all sides if applicable. THE SEEN is not responsible for print accuracy. Advertiser agrees to cover any charges associated with corrections made to files that were improperly supplied. Ads may be submitted via email to editor@theseenjournal.org or dropbox link.

RESERVATION	ISSUE	ARTWORK & COPY DUE	PUBLICATION DISTRIBUTION
August 1, 2018	07	August 20, 2018	September 17, 2018
March 1, 2019	08	March 18, 2019	April 15, 2019

Online Dispatch

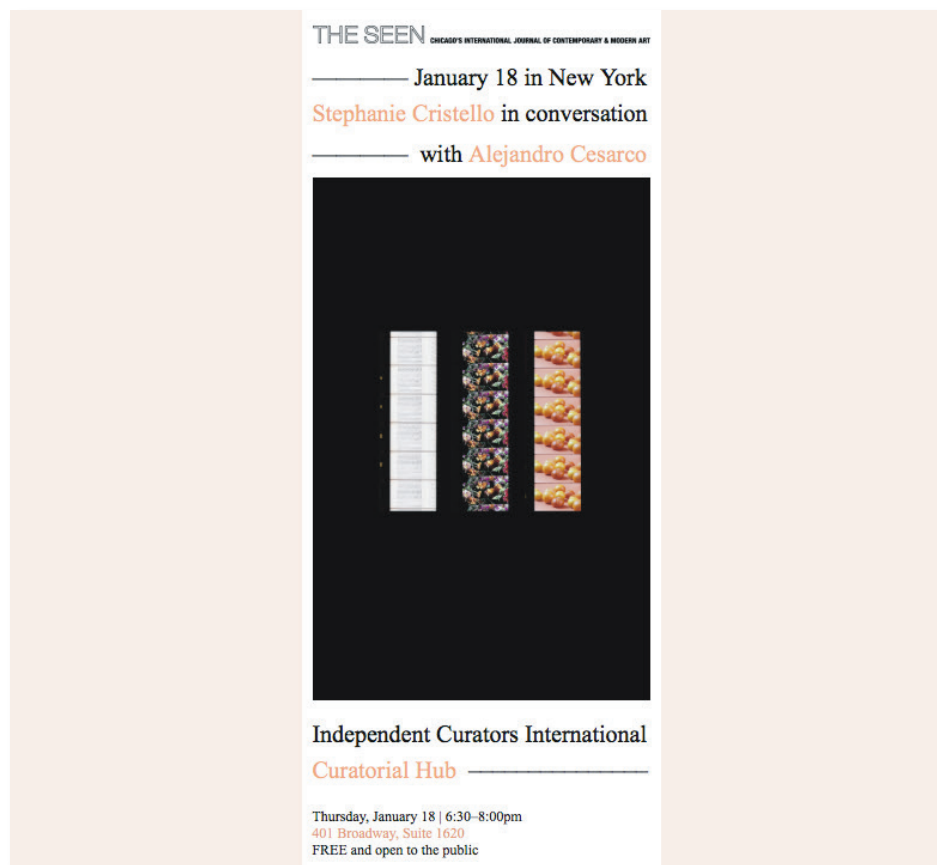
As a core of THE SEEN Network, the new Online Dispatch opportunity provides a platform for museums, galleries, and institutions to deliver highly-curated announcements directly to the inboxes of our selective subscriber base. Through our publisher, EXPO CHICAGO, we are able to network with industry arts professionals, delivering your press announcements to leading museum directors, collectors, curators, artists, writers, and gallerists.

This placement provides an ideal platform for releases and announcements on exhibitions, contemporary art events, panels, and educational programming and residencies.

Mailing List: 18,000+

Limited to 1 announcement per month

Selection at the discretion of the Editors



Cost
\$1,000

How to Submit

Please send website url and 2-3 sentence description of desired announcement along with an approved image to editor@theseenjournal.org for consideration; exact copy and image specifications will be provided upon confirmation of Online Dispatch announcement. *Timing of announcement to be mutually agreed upon by the advertiser and editorial staff ; design is at the discretion of THE SEEN and will adhere to publication and style guidelines and branding.*

Online Placements

THESEENJOURNAL.ORG

Run & Impressions

Banner Ads run for one month from post date unless otherwise specified. Post date can be negotiated depending on the content relevance/timing of the Ad. Each Ad is allotted 2,500 impressions. THE SEEN Issues are sent in one dedicated mailing on the last day of each month. One dedicated ad will be run in each issue to our subscriber base of **30,000+ emails**, including International VIPs and Galleries.



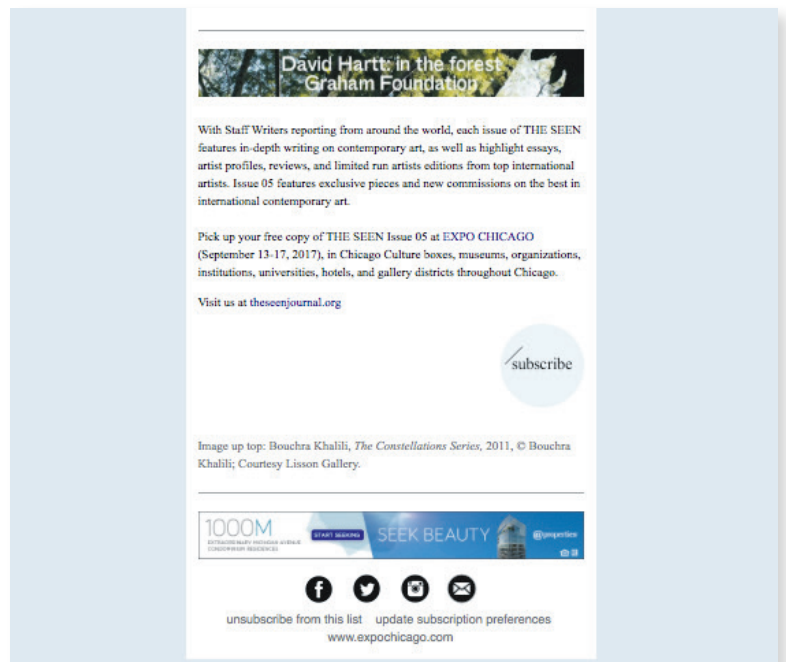
MONTHLY ISSUE AD

Must be 728 wide x 90 pixels high.
Acceptable formats include .jpg, .png, and .gif
(limit 3 frames). **\$300**



BANNER AD

Must be 250 wide x 110 pixels high.
Acceptable formats include .jpg, .png, and .gif
(limit 3 frames). **\$150**



*For accurate scale and positioning, please visit: theseenjournal.org

THE SEEN	MATERIALS DUE		COST
Monthly Mailing	The 1st of the month (sends last day of month)		\$300
THE SEEN	MATERIALS DUE	GOES LIVE	COST
Banner Advertising	1st of the month	Mid-month	\$150